

PUBLIC INFORMATION & COMMUNICATION SERVICES (PICS)  
NIH - TASK ORDER

RFTOP #211

TITLE: VIDEO PRODUCTION AND PSA PACKAGING AND  
DISTRIBUTION FOR NLM OFFICE OF COMMUNICATIONS AND  
PUBLIC LIAISON

**PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS**

A. Point of Contact Name: Kathleen Cravedi

Phone-301-496-6308

Fax-301-496-4450

Proposal Address:

9000 Rockville Pike,  
Bldg. 38, Room 2W12  
Rockville, MD 20852

Billing Address:

Accounts Payable, OFM, NIH  
Bldg. 31, Room B1B39  
Bethesda, MD 20892-2045

B. PROPOSED PERIOD OF PERFORMANCE: *90 days from task order  
award. The target award date is September 17, 2004.*

C. PRICING METHOD: *Time and Material.*

D. PROPOSAL INSTRUCTIONS: *Proposals should be brief, responsive  
to the request, and submitted by email. Electronically attached  
samples/hotlinks are acceptable and encouraged. Please enter in the subject  
line the following text, "NLM VIDEO PRODUCTION/PSA DISTRIBUTION  
PROPOSAL FROM (INSERT YOUR NAME)." A signed task order form  
may be submitted electronically or will later be requested from the  
successful bidder.*

E. RESPONSE DUE DATE: *Friday, September 10, 2004 at 10:00 a.m.*

F. TASK DESCRIPTION: The contractor will:

- 1) Distribute a produced TV Public Service Announcement (PSA)  
nationally to regular commercial TV PSA users. This task  
would include the following:

- i. Pre-Distribution design and creative supervision of packaging elements;
- ii. Discussions with NLM staff on parameters of project;
- iii. Design of evaluation business reply card and mini-website for NLM for distribution/evaluation reporting
- iv. Replication of collateral packaging elements, including 1,100 1/c evaluation BRCs; 1/100 4/c crack & peel box mailing label; 1,600 4/c storyboards with letter to PSD incorporated into design;
- v. Replication of 1,100 3/4,1 and BETA station dubs; collate/insert packaging materials; apply 2 sets of mailing labels (includes bulk-rate postage);
- vi. Replicate mixed format network dubs including two D2 digital dubs for ABC network; closed caption 2 spots; replicate mixed format dubs for internal use (20 VHS and 5 each of BETA SP and 3/4 inch); Ground UPS delivery of network dubs;
- vii. Prepare two sets of mailing labels for all regular commercial TV PSA users;
- viii. Prepare detailed dub order form for dub house; coordinate replication/packaging/mailing; fulfill special network requirements and coordinate closed circuit feed;
- ix. Arrange for SIGMA encoding, import raw data and prepare actual usage reports for 26 weeks; Prepare six monthly usage reports based on business reply cards and SIGMA detections; prepare management summary of key trends; Return 1<sup>st</sup> class postage for 198 BRCs @.41 each.
- x. Shipping and encoding.

2) Produce eight (8) 2:00 to 3:00 minute video vignettes using video interviews of doctors videotaped by NLM in HD for use on NLM Web Site. See sample of video vignette of Janelle Goetcheus, M.D. at <http://new.locallegends.org/#> . This task would include:

- i. The production of the ten videos using existing interview and archival images/footage in the possession of the NLM. It will also require an additional one-day shoot of each physician and their patient on location to increase

overall production value. Locations are throughout the United States.

- ii. Producer, production assistant, and camera crew fees; travel and per diem, offline editing and graphics, music, sound mix and layback, online editing, tape stock and dubs.
- iii. Discussion with NLM staff on parameters of the project before approving for production.
- iv. An overall production quality that conveys why each physician was chosen to be a “Local Legend,” and how their community and our country benefits from their medical service.

## G. EVALUATION FACTORS

All proposals received on time will be submitted for review by the NLM Office of Communications and Public Liaison and other NIH staff familiar with the topic of this RFTOP. This review will be arranged and conducted by the Project Officer. Selection of an offeror for award will be based on an evaluation of proposals against 1) technical factors, and 2) cost/price. Following review, a written summary of the review will be prepared and will be used to advise the Contracting Officer on the proposal that was approved.

The following technical evaluation criteria below are listed in relative importance with weights assigned for evaluation purposes.

- A. Technical Merit. Quality and clarity of approach to accomplish the objectives of this statement of work. Evidence of ability to accomplish milestones within the time frame (50 points).
- B. Personnel. Qualifications, experience, and availability of proposed key personnel. (25 points)
- C. Organizational capabilities, experience and commitment, facilities and resources. Evidence of organization capabilities to obtain necessary cooperation to complete project. Is the offeror familiar with the NIH and NLM structure and subject matter? (25 points)

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**PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0\_\_\_\_\_**  
**TO # NICS-\_\_\_\_\_**

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR: \_\_\_\_\_  
Signature Date

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### **SOURCE SELECTION:**

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM  
SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # \_\_\_\_\_

Appropriations Data: \_\_\_\_\_

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED:

\_\_\_\_\_  
FAX # Signature - Project Officer Date

APPROVED: \_\_\_\_\_  
FAX # Signature - Contracting Officer Date

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### **NIH APPROVAL -**

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR ESTIMATED TASK ORDER  
AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & PICS  
COORDINATOR

APPROVED: \_\_\_\_\_  
Signature -Anthony M. Revenis, J.D., NIH-PICS Coordinator Date